

VALENTIN TRESKUNOV

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BUSINESS DEVELOPMENT PROFESSIONAL

*Business Development
Scheduling & Training
Project Planning & Account
Management*

Solutions-oriented individual with over 20 years' experience in the technology industry, holding positions in both front and back-end development, in addition to expertise in business consulting and sales, helping make an impact in organizations ranging from small businesses to fortune 500 organizations.

CAREER HIGHLIGHTS

Central Jersey Fútbol Alliance (CJFA) – Sayreville, NJ Mar 2021 - Present

Co-Founder & IT Director

Oversee the expansion and growth of youth soccer program with in-person and online components, which includes business sponsorship, online marketing (Social, Paid, Email) and public engagement.

- Program development through collaborative relationships, volunteer recruitment, and training, fundraising, membership recruitment, and retention.
- Manage and monitor and adjust programs to ensure high quality program deliverables and results are being met.
- Provide technical review and resource development for new and/or cross-cutting technical areas
- Provide vision and strategic direction to assigned activities for programs

WILD COMMERCE – Ewing, NJ

Mar 2012 - Present

Senior Project Lead

By working in close collaboration with multiple teams to achieve deadlines by creating bi-weekly to quarterly deadlines and goals to achieve key metrics, I ensure that Key Performance Indicators (KPIs) across all channels are met, in addition to verifying external partners and internal capabilities are monitored effectively and efficiently.

Participated in an extensive project for Pep Boys.

- E serve concept ideas (User Interface Design)
- Landing page analysis

Assist in establishing marketing services for existing and new clients, conducting training meetings with the stakeholders to maintain track of progress and status.

- Services: Customer Service, SEM, SEO, User Experience Design, Technical Design and Development, Social Marketing, Content Strategy and Development.

Superwise – Tel Aviv, Israel

Feb 2022 – Jul 2022

Business Development Manager

Facilitated establishment of an outbound sales process, working directly with the CRO and CEO in a pre-series A fund startup. This included developing and implementing strategic business plans and marketing strategies. By working directly with the Head of Marketing and CRO to establish and identify prospects to reach out to, I developed an effective plan for sharing the specific value proposition for their business. This consisted of preparing and delivering business reviews to leadership to help navigate demonstrations, PoC's and contract negotiations.

- Built sales pipeline to 450k within first two quarters.
- Helped with transitioning from a PoC 8-12 month sales cycle to a SaaS solution offering, pivotal contributions to the growth of signups within two months of release. Helping transition from freemium to a pay-as-you-go solution.
- Manage multiple tasks and conflicting priorities effectively to deliver against sales goals. Seeing tasks through to completion within agreed timescales.

INETSOF – Piscataway, NJ

Aug 2019 – Dec 2020

Business Development Executive

Aided in introducing business development role and inbound sales role to the organization, while maintaining a sales quota, working a hybrid business development and account executive role. From first half of sales cycle to full sale cycle. Outbound prospecting to qualifying of sales opportunities by applying account-based marketing strategy, including identifying target accounts, qualifying sales leads and establishing long-term partnerships.

- Helped with onboarding inbound sales team member, including but not limited to: Outbound sales, email marketing, LinkedIn and CRM. In addition, helped with marketing campaigns working directly with CMO. Coaching the new team member on best practices for email and outbound follow-up.
- Helped secure a fortune 100 telecommunication account within first quarter, three times larger than average deal size.
- Ramped up pipeline to quota attainment within 6 months. Securing closed business within first three months. Expanded footprint in a legacy account. As well as closing new business internationally in both Jamaica and France.

INFORMATION BUILDERS – Chesterfield, MO

Aug 2016 – Mar 2019

Business Development Specialist

Managed the first half of the sales cycle from the outbound prospecting to qualifying of sales opportunities by applying account-based marketing strategy, including identifying target accounts, qualifying sales leads and establishing long-term partnerships. Coached and trained 25+ staff on Salesforce. Tech sales professional conquering the competitive landscape by improving customer experiences and delivering robust software solutions.

- Grew sales portfolio by leveraging email marketing, outbound sales and networking strategies to identify key decision makers, build trust with stakeholders to further enhance account management and create positive customer experience.
- Recognized as top tier sales development representative for quarter after quarter quota attainment and maintaining largest pipeline both 2017 and 2018.
- Accelerated team performance, generating warm and cold software sales leads for account executives.
- Worked closely with the partner enablement team to bring in qualified opportunities
- Managed and ran large area events in the Midwest Division every quarter.

NIKE – Tempe, AZ

Nov 2014 – Sep 2015

Ecommerce Customer Service Representative

Helped provide premium customer service experience by responding to inbound service related messages from a variety of contact channels including phone, email, live chat and social media channels.

- Categories and functions supported may include: Running, Basketball, Global Football, Golf, Athletic Training, Women's Training, Baseball and others.

GoDaddy – Gilbert, AZ

Apr 2013 – Apr 2014

Customer Development Consultant

Assisted in providing online solutions by consulting new and existing GoDaddy customers with domain names, hosting, e-mail, online marketing (SEO/SEM/E-mail Marketing) and other GoDaddy products. As well as resolving customer's technical issues and setting them appropriately with products that will complement their business needs.

- Responsibilities included working within: Domains, Hosting, E-mail, Online Marketing, E-Commerce, SSL & Security.

METAVERSE CORPORATION – South Brunswick, NJ

Sep 2009 – Jan 2012

Manager / Business Development

Domain Portfolio Manager for over 2,500 domains, including overseeing profitability of domains through company's in house analytics and Google Analytics. Entailed buying and selling domains through multiple avenues (Escrow.com, GoDaddy Auctions, NameJet, Sedo, Snapnames).

- Responsible in establishing and assisting in over 50 affiliate private label online stores utilizing our partners' brands to sell framed art through our e-commerce platform and fulfillment.
- Assisted in overseeing a multi-million dollar Google and Bing PPC campaign over multiple websites, including hitting quarterly industry standards in conversions.
- Provided growth to an existing strong B2B channel with many wholesale, drop ship and data feed clients.
- Responsible for working with existing clients including Sears.com, Kohls.com, Macys.com and Overstock.com.
- Related Tasks: Website Changes (HTML, CSS), Merchandising, SEO and Analytics.
- Instrumental in co-creating the Metaverse for Domains platform, a domain monetization solution which used retail exact match domain names in a more profitable alternative to traditional parking.

J&R SOFTWARE SOLUTIONS – Monroe, NJ

Aug 2006 – Sep 2008

Programmer

Participated in a long in-house project, which involved building customer relations management (CRM) application focus in JSP, utilizing Java, XML, as well as HTML, with some projects that required focus in C++. This is where I worked as a team member on an individual and collaborative basis.

- The project entailed a website, comments, replies, and content creation, management, and additional support on an as needed basis for the outside client.

AAA Exotic Wood (WOWTrim.com) – Avenel, NJ

Jan 2000 – Aug 2006

Webmaster/ DBA

While a full-time student in College, worked directly with Founder and CEO of AAA Exotic Wood turning a start-up into the second largest in the Automotive Dash Trim Aftermarket Industry.

Responsibilities varied from Database and System Administrator for 20 node computers. Was responsible for managing hardware, software patches, data updates, website changes (HTML, XML), customer support, electronic shipping and maintaining multiple websites. Photoshop and illustrator related work with different image editing for website, calendar, and business card purposes. Updated and improved multiple websites to specification. Application focus in C++, Java, and Adobe ColdFusion. QuickBooks related updates (Customer info, item entry, and other miscellaneous entries)

EDUCATION & CREDENTIALS

Bachelor of Science in Computer Information Systems

DEVRY UNIVERSITY – North Brunswick, NJ (2004)

Proficiencies

Hardware:

IBM Mainframe, Linux, UNIX, MacOS, PC, Open SSD, and PC Work Stations.

Languages:

C, C++, HTML, CSS, Visual Basic, Java, Java Script, SQL, Pascal, Delphi, ColdFusion, XML, Perl.

Environments:

Mobile Apps, UI Design, SQL, Share Point, MSOffice, Outlook, Excel, Word, PowerPoint, Access, Office 365, Windows 7/Vista/2000/NT/XP, Windows 98/95, Linux (Red Hat, Fedora, SUSE), Macintosh OS, Salesforce, Tableau, Omniture Software, Google Analytics and AdWords, Adobe Illustrator, Adobe Photoshop, AutoCAD, Salesloft, Hubspot, Outreach IO, WebFocus, LinkedIn, LinkedIn Sales Navigator, LivePerson and LiveEngage.

Expertise:

SEO, Online Retail, Domain Names, Merchandising, Email Marketing, Web Analytics, Google Analytics, Google Adwords, Affiliate Marketing, Category Management, Business Development, Social Media, Email Strategy, Lead Generation, Social Media and Sales Methodologies: MEDDIC, Solution Selling and The Sandler System.

Applications:

Health Care, Manufacturing, Retail, Human Resources, Wholesale, State and Local Government, Higher Education, Internet Services.

Languages Spoken:

Russian